

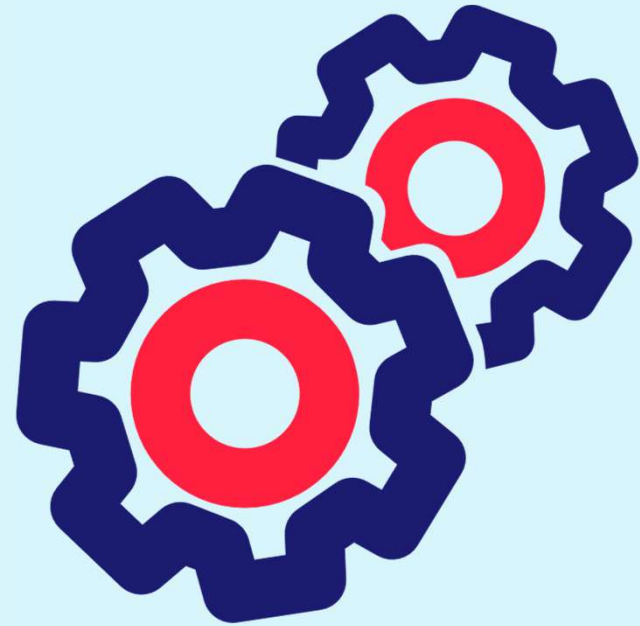
# Mastering Localisation: Driving Success in Enterprise Hotels

Presented by:

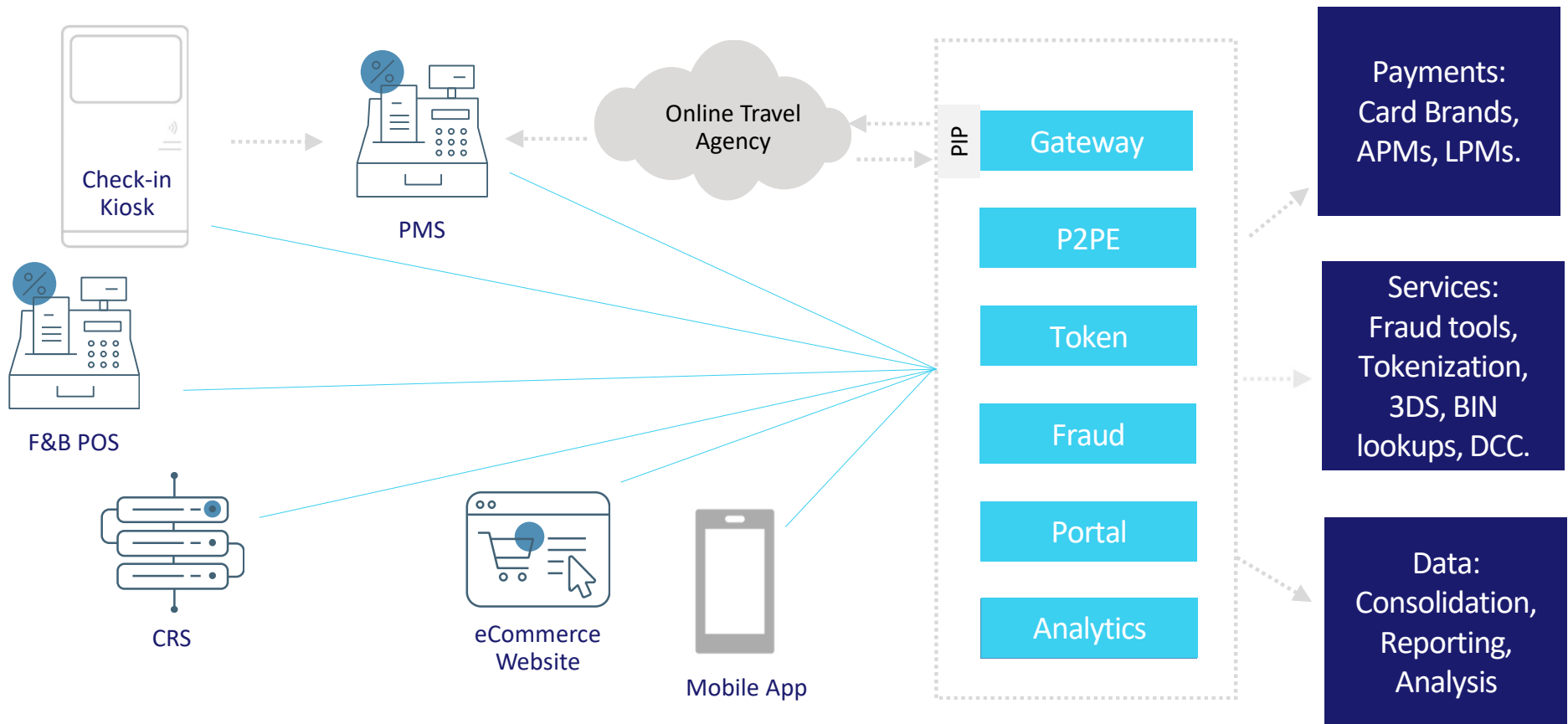
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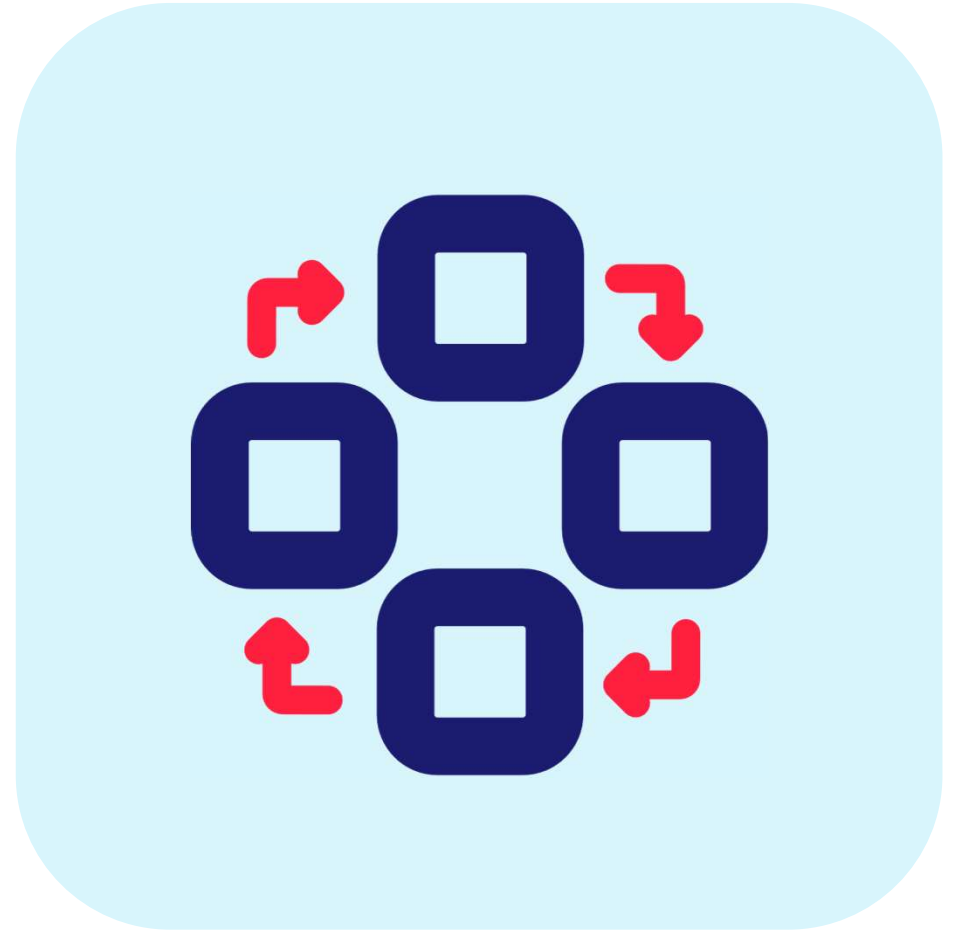
# Unified Technology



# Complex hotel environment



# Benefits of Omnichannel

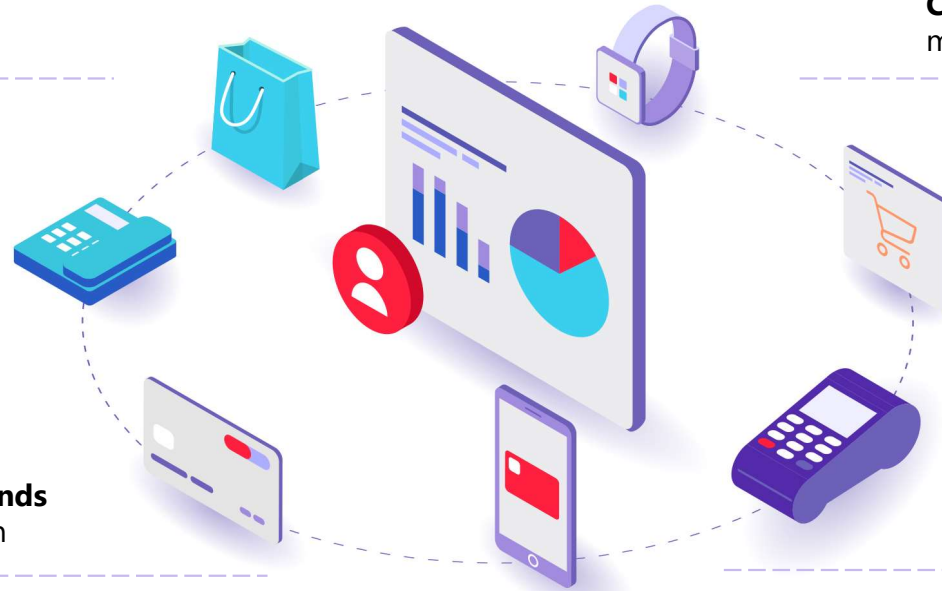


# What an Omnichannel provider should offer:

**Single** contract and support relationship

Support for language, currency, **irrespective of location**

**Catering and supporting card brands** that hotel guest will expect to pay in



**Consistent, integrated** payments middleware and hardware tech

**Global consolidated data and reporting** across all channels and devices

Connected commerce across **cross-channel tokenization**

# Hotel-specific capabilities to ensure the best experience



## Card on File (COF)

Provide better guest experience (charge to room) and operations (no show / delay charges)



## Tokenisation

Lower PCI requirement for storing card details and ensure frictionless guest experience across channels



## Incremental Auth

Flexibility of adding incremental spending and then pay in a single transaction



## Dynamic Currency Conversion (DCC)

Offer DCC at check-in and check-out, where the final bill amount is variable



## Lodging Data

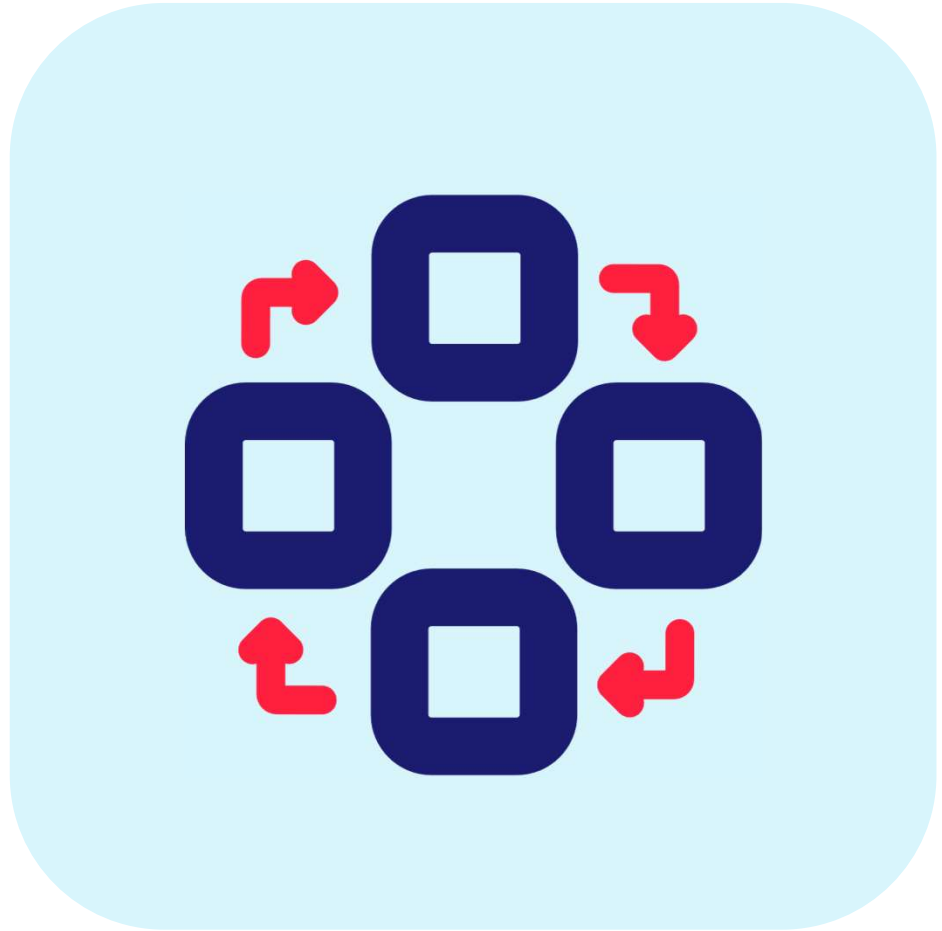
Support lodging data – check-in & out date, room rate, duration of stay - to lower the interchange fees



## PMS Integrations

Connect with 3<sup>rd</sup> party PMS for full payment automation and shortened time to market

# Loyalty



# Loyalty Offerings

## Card linked earn

Link cards on file to loyalty member profiles with analytic tokenization to enable automatic auto-earn incentives.

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## Integrated earn & redeem

Prompt with choice to redeem points for partial or full check balance, earn on spend, enhancing existing loyalty programs.

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## Instant discounts, digital coupons

Offer real-time % or £ discounts, automatically issue and redeem digital coupons leveraging earn and redemption rules.

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## Ecomm/mobile incentives

Offer all incentive types via eComm channels, using same incentive rules as card present for a seamless consumer experience.



# Key Take-a-ways

1

Consistent guest experience  
across channels / markets



2

Omnichannel integration to  
a single platform provider

3

Know your guest and their  
consumer attribute

# Q&A



**worldpay**

**Slide 11**

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**EBO**

Q&A slide?

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